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EXPLANATORY NOTES ON OVERALL AGRICULTURAL OUTLOOK CONFERENCE PROGRAM PLANS  
(for Information of Work Groups Planning for Individual Sessions)

I. Primary purpose of outlook conference -- better informed and trained State delegates.

All of the sessions this year will be joint sessions of both the agricultural and home extension economists. This means a special effort should be made in planning and presentations so that both men and women get the maximum benefit from the outlook information presented.

The objective is to have both groups better informed and confident in interpreting the outlook so that they in turn can carry out in-service outlook training and informational follow-up programs with State specialists and county workers in their States.

II. Program being developed in two parts:

- A. First two days (Oct. 25-26) will deal with topics of general interest to meet the needs of Department people, press, and others, as well as State delegates.
- B. The last 3 days (Oct. 27-29) will be work sessions for State delegates, with appropriate subject-matter resource people, to probe further into the background analysis and interpretations of the formal outlook statements, and to discuss and clarify their application to families in various types of farming and regions and to consumers. The Wednesday session in addition to farm and home costs, will deal with kind of information and methods of presenting outlook to farm families, to trade, marketing, and business groups, and to non-farm consumer groups. State demonstrations will be incorporated in the Wednesday session.

III. Plans for development and implementation of program.

- A. The talks on the first day will deal primarily with national and international factors affecting the long-time and general economic outlook.
- B. The second day will deal with the immediate outlook for agriculture, primarily for the year ahead (including more than a year ahead when feasible).
  - 1. Brief presentations will be made of farm, home, and commodity outlooks, in demonstration form as far as possible, as material might be presented in State meetings. The commodity outlook presentations should include highlight summaries of demand, supply, price, costs, and income prospects of significance to major groups of producers concerned.
  - 2. Prepared mimeograph outlook statements should be made available for each topic on the Tuesday program.

3. Department work groups including representatives of AMS, ARS, FAS, and FES have been set up to work with the speakers for the various topics on the Tuesday program. These work groups to assist chairmen (speakers) in developing ideas and information on needs, content, and methods of presentation. These work groups may wish to call on other resource people who can be helpful.

C. Last three days - work sessions for State delegates.

1. Extension people will be responsible for leadership in planning and organizing these work sessions in cooperation with subject-matter resource people. In addition, others may be called upon to assist.
2. These outlook work sessions should be designed not to duplicate the material presented in the Tuesday session, but rather to provide an opportunity to discuss the background facts and outlook interpretations more in detail, answer questions, and exchange information between regions, to implement more complete analysis and understanding of the outlook and its application to State situations.
3. Rooms A, B, and C adjacent to the Departmental Auditorium have been reserved for these work sessions. Friday afternoon work sessions will be held back here in USDA conference rooms.







